thermally converting said one or more vaporizable noble metals into a vapor; and depositing said vapor onto a gas permeable support in an amount sufficient to produce a catalytically effective load consisting essentially of said one or more noble metals on said support. --

- -- 49. The method of claim 48 wherein at least said depositing occurs in a vacuum. --
- -- 50. The method of claim 48 wherein said support is a carbon catalyst support. --
  - -- 51. The method of claim 49 wherein said support is a carbon catalyst support. --
  - -- 52. The method of claim 50 wherein said carbon catalyst support comprises a material selected from the group consisting of a carbon filament bundle, reticulated carbon, carbon cloth, and carbon mesh. --
  - -- 53. The method of claim 51 wherein sand carbon catalyst support comprises a material selected from the group consisting of a carbon tilament bundle, reticulated carbon, carbon cloth, and carbon mesh.
  - -- 54. The method of claim 48 wherein said support comprises a membrane comprising a composite of polytetrafluoroethylene comprising impregnated ion exchange media, said composite comprising a thickness of about 1 μm. --

- -- 55. The method of claim 49 wherein said support comprises a membrane comprising a composite of polyetrafluoroethylene comprising impregnated ion exchange media, said composite comprising a thickness of about 1 μm. --
- -- 56. The method of claim 48 wherein said one or more noble metals comprises one or more metals selected from the group consisting of platinum, gold, silver, palladium, ruthenium, rhodium, iridium. --
- -- 57. The method of claim 49 wherein said one or more noble metals comprises one or more metals selected from the group consisting of platinum, gold, silver, palladium, ruthenium, rhodium, iridium.
- -- 58. The method of claim 50 wherein said one or more noble metals comprises one or more metals selected from the group consisting of platinum, gold, silver, palladium, ruthenium, rhodium, iridium. --
- -- 59. The method of claim 51 wherein said one or more noble metals comprises one or more metals selected from the group consisting of platinum, gold, silver, palladium, ruthenium, rhodium, iridium. --
- -- 60. The method of claim 54 wherein said one or more catalytic components comprises one or more metals selected from the group consisting of platinum, gold, silver, palladium, ruthenium, rhodium, iridium.
- -- 61. The method of claim 55 wherein said one or more catalytic components comprises one or more metals selected from the group consisting of platinum,

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gold, silver, palladium, ruthenium, rhodium, iridium. --

- -- 62. The method of claim 48 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>. --
- -- 63. The method of claim 48 wherein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 64. The method of claim 48 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --
- -- 65. The method of claim 49 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>. --
- -- 66. The method of claim 49 wherein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 67. The method of claim 49 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --
- -- 68. The method of claim 50 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>.
- -- 69. The method of claim 50 wherein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 70. The method of claim 50 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --

- -- 71. The method of claim 51 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>.
- -- 72. The method of claims 51 wherein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 73. The method of claim \$1 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --
- -- 74. The method of claim 54 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>. --
- -- 75. The method of claims 54 wherein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 76. The method of claim 54 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --
- -- 77. The method of claim 55 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>. --
- -- 78. The method of claims 55 wherein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 79. The method of claim 55 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --
  - -- 80. The method of claim 48 wherein said one or more noble metals

comprise platinum. --

- -- 81. The method of claim 62 wherein said one or more noble metals comprise platinum. --
- -- 82. The method of claim 63 wherein said one or more noble metals comprise platinum. --
- -- 83. The method of claim 64 wherein said one or more noble metals comprise platinum. --
- -- 84. The method of claim 48 wherein said support is a coating on a carbon cloth, wherein said coating is selected from the group consisting of carbon, a wet proofing material, and a combination thereof. --
- -- 85. The method of claim 62 wherein said support is a coating on a carbon cloth, wherein said coating is selected from the group consisting of carbon, a wet proofing material, and a combination thereof. --
- -- 86. The method of claim 85 wherein said wet proofing material is polytetra-fluoroethylene.
  - -- 87. The method of claim 62 further comprising providing a solid polymer electrolyte membrane; and disposing said support in ionic communication with said solid polymer electrolyte membrane. --

## -- 88. The method of claim 87 wherein

said solid polymer electrolyte membrane has a first side and a second side opposite said first side, and

said method further comprises disposing said support on each of said first side and said second side to produce a membrane electrode assembly.

-- 89. The method of claim 62 further comprising

providing a solid polymer electrolyte membrane; and

disposing said support in ionic communication with said solid polymer electrolyte membrane.

-- 90. The method of claim 89 wherein

said solid polymer electrolyte membrane has a first side and a second side opposite said first side, and

said method further comprises disposing said support on each of said first side and said second side to produce a membrane electrode assembly. --

- -- 91. The method of claim 48 wherein said thermally converting comprises converting using electron-beam physical vapor deposition. --
  - -- 92. A fuel cell electrode produced by a process comprising: providing one or more vaporitable noble metals;

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thermally converting said one or more noble metals into a vapor; and

depositing said vapor onto a gas permeable support in an amount sufficient to produce a catalytically effective load consisting essentially of said one or more noble metals on said support. --

- -- 93. The fuel cell electrode of claim 92 wherein at least said depositing occurs in a vacuum. --
- -- 94. The fuel cell electrode of claim 93 wherein said support is a carbon catalyst support. --
- -- 95. The fuel cell electrode of claim 94 wherein said support is a carbon catalyst support comprising a material selected from the group consisting of a carbon filament bundle, reticulated carbon, carbon cloth, and carbon mesh. --
- -- 96. The fuel cell electrode of claim 95 wherein said carbon catalyst support comprises a material selected from the group consisting of a carbon cloth and a coating on a carbon cloth selected from the group consisting of carbon, a wet proofing material, and a combination thereof. --
- -- 97. The fuel cell electrode of claim 92 wherein said support comprises a membrane comprising a composite of polytetrafluoroethylene comprising impregnated ion exchange media, said composite comprising a thickness of about 1 μm. --
  - -- 98. The fuel electrode of claim 92 wherein said one or more noble metals

are selected from the group consisting of platinum, gold, silver, palladium, ruthenium, rhodium, iridium. --

- The fuel electrode of claim 94 wherein said one or more noble metals are selected from the group consisting of platinum, gold, silver, palladium, ruthenium, rhodium, iridium.
- -- 100. The fuel cell electrode of claim 92 wherein said one or more noble metals comprises platinum. --
- -- 101. The fuel cell electrode of claim 94 wherein said one or more noble metals comprises platinum --
- -- 102. The fuel cell electrode of claim 96 wherein said one or more noble metals comprises platinum. --
- -- 103. The fuel cell electrode of claim 97 wherein said one or more noble metals comprises platinum.
- -- 104. The fuel cell electrode of claim 96 wherein said wet proofing material is polytetra-fluoroethylene. --
- -- 105. The fuel cell electrode of claim 92 wherein said thermally converting comprises converting using electron-beam physical vapor deposition. --
- -- 106. The fuel cell electrode of claim 100 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode half cell operating as a cathode yields about

800 mA cm<sup>-2</sup> or greater. --

- -- 107. The fuel cell electrode of claim 101 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode half cell operating as a cathode yields about 800 mA cm<sup>-2</sup> or greater. --
- -- 108. The fuel cell electrode of claim 102 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode half cell operating as a cathode yields about 800 mA cm<sup>-2</sup> or greater. --
- -- 109. The fuel cell electrode of claim 103 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode half cell operating as a cathode yields about 800 mA cm<sup>-2</sup> or greater. --
- -- 110. The fuel cell electrode of claims 106 wherein said electrode comprises an electrocatalytic active area of about 300 cm<sup>2</sup> or greater. --
- -- 111. The fuel cell electrode of claims 107 wherein said electrode comprises an electrocatalytic active area of about 300 cm<sup>2</sup> or greater. --
- -- 112. The electrode of claims 08 wherein said electrode comprises an electrocatalytic active area of about 300 cm<sup>2</sup> or greater. --
- -- 113. The electrode of claims 109 wherein said electrode comprises an electrocatalytic active area of about 300 cm<sup>2</sup> or greater. --
  - -- 114. A fuel cell electrode comprising a deposit

disposed thereon, said deposit comprising a catalytically effective load of an electrocatalyst comprising an electrocatalytic active area at least in part comprising rod-shaped structures.

- -- 115. The electrode of claim 114 wherein said rod-like structures are visible at a magnification of at least about x10k. --
- -- 116. The electrode of claim 114 wherein said deposit further comprises particles of said electrocatalyst comprising an outer surface, wherein said electrocatalytic active area comprises a majority of said outer surface of said particles. --
- -- 117. The electrode of claim 115 wherein said deposit further comprises particles of said electrocatalyst comprising an outer surface, wherein said electrocatalytic active area comprises a majority of said outer surface of said particles.--
- -- 118. The electrode of claim 114 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>. --
- -- 119. The electrode of claims 114 herein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 120. The electrode of claim 114 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --
- -- 121. The electrode of claim 115 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>. --

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- -- 122. The electrode of claims 115 herein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 123. The electrode of claim 115 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>.
- -- 124. The electrode of claim 117 wherein said load comprises less than about 0.3 mg/cm<sup>2</sup>. --
- -- 125. The electrode of claims 117 herein said load comprises less than about 0.2 mg/cm<sup>2</sup>. --
- -- 126. The electrode of claim 117 wherein said load comprises from about 0.01 to about 0.2 mg/cm<sup>2</sup>. --
- -- 127. The electrode of claims 114 wherein said support has a surface area, and said deposit covers about 300 cm<sup>2</sup> or more of said surface area. --
- -- 128. The electrode of claim 118 wherein said support has a surface area, and said deposit covers about 300 cm<sup>2</sup> or more of said surface area. --
- -- 129. The electrode of claims 121 wherein said support has a surface area, and said deposit covers about 300 cm<sup>2</sup> or more of said surface area. --
- -- 130. The electrode of claims 124 wherein said support has a surface area, and said deposit covers about 300 cm<sup>2</sup> or more of said surface area. --
  - -- 131. The electrode of claim 114 wherein said electrocatalyst comprises

platinum. --

- -- 132. The electrode of claim 118 wherein said electrocatalyst comprises platinum. --
- -- 133. The electrode of claim 121 wherein said electrocatalyst comprises platinum. --
- -- 134. The electrode of claim 124 wherein said electrocatalyst comprises platinum. --
- -- 135. The electrode of claim 130 wherein said electrocatalyst comprises platinum. --
- -- 136. The electrode of claim 130 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode as a half cell operating as a cathode yields a power output of about 800 mA cm<sup>-2</sup> or greater. --
- -- 137. The electrode of claim 131 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode as a half cell operating as a cathode yields a power output of about 800 mA cm<sup>-2</sup> or greater. --
- -- 138. The electrode of claim 132 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode as a half cell operating as a cathode yields a power output of about 800 mA cm<sup>-2</sup> or greater. --
  - -- 139. The electrode of claim 133 wherein, at a cell potential of about 0.6 V,

an MEA containing said electrode as a half cell operating as a cathode yields a power output of about 800 mA cm<sup>-2</sup> or greater. --

- -- 140. The electrode of claim 134 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode as a half cell operating as a cathode yields a power output of about 800 mA cm<sup>-2</sup> or greater. --
- -- 141. The electrode of claim 135 wherein, at a cell potential of about 0.6 V, an MEA containing said electrode as a half cell operating as a cathode yields a power output of about 800 mA cm<sup>-2</sup> or greater.
- -- 142. A membrane electrode assembly comprising the fuel cell electrode of claim 114. --
- -- 143. A membrane electrode assembly comprising the fuel cell electrode of claim 141. --
  - -- 144. The fuel cell electrode of claim 114 wherein said support has a surface area; and,
  - substantially all of said surface area ionically communicates with an ionomeric membrane.
  - -- 145. The fuel cell electrode of claim 141 wherein said support has a surface area; and,